

This Listing of Claims will replace all prior versions, and listings, of claims in the application:

LISTING OF CLAIMS

1. (Currently Amended) A system, comprising:
 - a first unit configured to generate an interactive three-dimensional (3-D) electronic programming guide (EPG), the 3-D EPG including a presentation of a virtual world having programming information and a layout; and
 - a database including a plurality of 3-D EPG worlds, each 3-D EPG world is selectable and includes a virtual world layout that provides the layout of the presented virtual world and each 3-D EPG world is assignable to the 3-D EPG;

wherein the first unit is further configured to:
allow selection, determine an assignment to the 3-D EPG of a 3-D EPG world of the plurality of 3-D EPG worlds from the database, wherein the assignment is customizable,
select the 3-D EPG world based on the assignment, and
modify the layout of the presented virtual world based on the virtual world layout of the selected 3-D EPG world.
2. (Currently Amended) The system of Claim 1 wherein the system comprises at least one of a set-top box, a television, orand a VCR.
3. (Original) The system of Claim 1 wherein the system includes a plurality of drivers, one of the drivers communicating with a separate unit to replenish programming information.
4. (Canceled)
5. (Currently Amended) The system of Claim 1 wherein the database further includes at least one of a program event, program schedule time, program channel identification, orand program title.

6-7. (Canceled)

8. (Currently Amended) The system according to Claim 1 wherein the assignment the selected 3-D EPG world is selected is determined based on a user selection by a user.

9. (Currently Amended) The system of Claim 8-1 wherein the virtual world layout of the selected 3-D EPG world is a matrix of rectangular boxes.

10. (Canceled).

11. (Canceled)

12. (Currently Amended) A computer-implemented method, comprising:
generating an interactive three-dimensional (3-D) electronic programming guide (EPG), the 3-D EPG including a presentation of a 3-D virtual world having programming information and a layout;

providing a database including a plurality of 3-D EPG worlds, each 3-D EPG world is selectable and includes a virtual world layout that provides the layout of the presented 3-D virtual world and each 3-D EPG world is assignable to the 3-D EPG; and

determining an assignment to the 3-D EPG of a 3-D EPG world of the plurality of 3-D EPG worlds, wherein the assignment is customizable;
select the 3-D EPG world based on the assignment; and

modifying the layout of the presented 3-D virtual world based on the virtual world layout of a selected the 3-D EPG world.

13. (Previously Presented) The computer-implemented method of Claim 12 wherein the database further includes a plurality of objects associated with current programming events.

14. (Currently Amended) The computer-implemented method of Claim 13 wherein the 3-D EPG database resides in at least one of a set-top box, a television system, and/or a VCR.

15. (Canceled).

16. (Previously Presented) The computer-implemented method of Claim 12 wherein the database further includes at least one of a program event, program schedule time, program channel identification, and program title.

17-18. (Canceled).

19. (Currently Amended) The computer-implemented method of Claim 12 wherein the assignment is determined based on a user selection~~the selected 3-D EPG world is selected by a user~~.

20. (Currently Amended) The computer-implemented method of Claim ~~19-12~~ wherein the layout of the ~~selected~~ 3-D EPG world is a matrix of rectangular boxes.

21. (Canceled).

22. (Canceled).

23. (Currently Amended) A machine-readable storage medium tangibly embodying a sequence of instructions executable by the machine to perform a method for enabling a three-dimensional (3-D) electronic programming guide (EPG), the method comprising:

generating an interactive 3-D electronic programming guide (EPG), the 3-D EPG including a presentation of a 3-D virtual world having programming information and a layout;

providing a database including a plurality of 3-D EPG worlds, each 3-D EPG world ~~is selectable and includes~~ a virtual world layout that provides for the layout of the presented 3-D virtual world and each 3-D EPG world ~~is assignable to the 3-D EPG~~;

determining an assignment to the 3-D EPG of a 3-D EPG world of the plurality of 3-D EPG worlds, wherein the assignment is customizable;

select the 3-D EPG world based on the assignment; and

modifying the layout of the presented 3-D virtual world ~~using~~ based on the virtual world layout of ~~the~~ selected 3-D EPG world.

24. (Currently Amended) The machine-readable storage medium of Claim 23 wherein the EPG is stored in at least one of a set-top box, a television, or and a VCR.

25. (Original) The machine-readable storage medium of Claim 24 further including instructions to provide a plurality of drivers, one of the drivers communicating with a separate unit to replenish programming information.

26. (Canceled).

27. (Previously Presented) The machine-readable storage medium of Claim 23 wherein the database further includes at least one of a program event, program schedule time, program channel identification, and program title.

28. (Canceled).

29. (Canceled).

30. (Currently Amended) The machine-readable storage medium of Claim 29-23 wherein the virtual world layout of the selected 3-D EPG world is a matrix of rectangular boxes.

31. (Currently Amended) The machine-readable storage medium of Claim 30-23 wherein the assignment is determined based on a user selection selection of the 3-D EPG world is based on user input.

32. (Canceled).

33. (Canceled).

34. (Canceled).

35. (Currently Amended) The system of Claim 1 wherein the assignment of the selected 3-D EPG world is selected-determined on the basis of a user's age.

36. (Currently Amended) The system of Claim 1 wherein the assignment of the selected 3-D EPG world is selected-determined on the basis of a user's preferences.

37. (Currently Amended) The system of Claim 1 wherein the assignment of the selected 3-D EPG world is selected-determined based on a programmer selection by a programmer.

38. (Currently Amended) The computer-implemented method of Claim 12 wherein the assignment of the 3-D EPG world is selected-determined on the basis of a user's age.

39. (Currently Amended) The computer-implemented method of Claim 12 wherein the assignment of the selected 3-D EPG world is selected-determined on the basis of a user's preferences.

40. (Currently Amended) The computer-implemented method of Claim 12 wherein the assignment of the 3-D EPG world is selected 3-D EPG world is selected-determined based on a programmer selection by a programmer.

41. (Currently Amended) The system of Claim 1 wherein the layout of the presented virtual world is comprised of environmental portions that do not include programming information.

42. (Previously Presented) The system of claim 1 wherein the plurality of 3-D EPG worlds includes a first world, having a first layout, and a second world, having a second layout that is different from the first layout.

43. (Previously Presented) The system of Claim 1 wherein the database further includes localized interactive content, and the first unit is configured to generate the 3-D EPG based on localized interactive content.

44. (Previously Presented) The system of claim 43 further including a user interface configured to allow a user to interact with the localized interactive content.

45. (Previously Presented) The system of claim 43 wherein the database is configured to store localized interactive content in real-time.

46. (Previously Presented) The system of claim 1 wherein the database further includes electronic commerce objects, and the first unit is configured to generate the 3-D EPG based on electronic commerce objects.

47. (Previously Presented) The computer-implemented method of claim 12 wherein the step of providing the database further includes providing localized interactive content, and generating the 3-D EPG based on the localized interactive content.

48. (Previously Presented) The machine-readable storage medium of claim 23 wherein the step of providing the database further includes providing localized interactive content, and generating the 3-D EPG based on the localized interactive content.

49. (New) The system of claim 36, wherein the user's preferences include at least one of an age category and an interest of the user.

50. (New) The system of claim 1, wherein selecting the 3-D EPG world based on the assignment is in response to an interaction with the 3-D EPG.

51. (New) The system of claim 1, wherein determining the assignment includes:
displaying information related to one or more candidate 3-D EPG worlds to a user, the 3-D EPG world being one of the candidate 3-D EPG worlds, and
receiving information that represents a selection of the 3-D EPG world from the one or more candidate 3-D EPG worlds by the user.

52. (New) The system of claim 1, further comprising:

determining, for a second time, the assignment to the 3-D EPG of the 3-D EPG world, wherein the assignment is modified.